

Module Catalog

“Business Administration”

(B.Sc.)

University of Mannheim

(Last update: 10.01.2016)

Structure and Conception of the Program

The bachelor's program "Business Administration" offers a comprehensive economic and business education. With its integrated semester abroad at a foreign partner university, the academic interconnection with neighboring disciplines and two elective courses the program has a unique profile. As an elective, students can choose among numerous courses in the fields of business administration, business law and economics (elective section A). In the section of "Managerial Skills" courses such as project management, change management, leadership, conflict management, teamwork, diversity management, mind mapping or time and self-management can be integrated into the curriculum in order to focus on methodical, social and personality competencies. As the decision makers of tomorrow, students also face topics such as "ethics" and "social responsible management" early in their studies. In accordance with the examination regulations, the program includes the following modules:

- Methodological Basis for Economists (19 ECTS)
- Business Administration (78 ECTS)
- Economics (16 ECTS)
- Civil Law and Business Law (14 ECTS)
- Electives (4 ECTS)
- Ethics and Rhetoric (4 ECTS)
- International Studies (33 ECTS)
- Bachelor's Thesis (12 ECTS)

In the Bachelor's program in Business Administration the following superordinated program-specific learning goals (LG) will be covered:

Learning Goal 1 (LG 1): Subject-Specific Knowledge: Students are able to apply subject-specific knowledge to identify and solve problems in the relevant academic areas.

Learning Goal 2 (LG 2): Critical Thinking: Students are able to demonstrate critical thinking skills in business and societal decision making.

Learning Goal 3 (LG 3): Intercultural Competence and Social Responsibility: Students demonstrate awareness of intercultural diversity and social responsibility.

Learning Goal 4 (LG 4): Teamwork and Presentation: Students are able to efficiently work in teams and present their results according to professional performance standards.

Learning Goal 5 (LG 5): Documentation and Writing Skills: Students are proficient in academic writing and can document their problem-solving and thinking process.

Index

Part 1: Module Overview	- 4 -
Part 2: Detailed Information on the Modules	- 8 -
1. Methodological Basis for Economists	- 8 -
2. Business Administration	- 13 -
2.1 Accounting & Taxation	- 13 -
2.2 Finance	- 18 -
2.3 Information Systems	- 20 -
2.4 Management	- 23 -
2.5 Marketing	- 25 -
2.6 Operations	- 27 -
3. Economics	- 28 -
4. Civil and Business Law	- 31 -
5. Electives	- 33 -
5.1 Electives A	- 33 -
5.1.1 Business Administration	- 33 -
5.1.1.1 Accounting & Taxation	- 33 -
5.1.1.2 Finance	- 35 -
5.1.1.3 Information Systems	- 37 -
5.1.1.4 Management	- 40 -
5.1.1.5 Marketing	- 44 -
5.1.1.6 Operations	- 45 -
5.1.2 Law	- 46 -
5.1.3 Economics	- 48 -
5.1.4 Study Option IBEA	- 49 -
5.2 Electives B	- 52 -
6. Ethics and Rhetoric	- 53 -
7. International Studies	- 55 -
7.1 International Studies – Study Abroad Semester	- 56 -
7.2 Foreign Language Skills	- 57 -
a) Chinese	- 58 -
b) English	- 62 -
c) French	- 64 -
d) Japanese	- 66 -
e) Italian	- 69 -
f) Russian	- 71 -
g) Spanish	- 74 -
7.3 “International Cultural Studies” - study at Mannheim	- 80 -
8. Bachelor Thesis	- 84 -

Part 1: Module Overview

Detailed information on the modules can be found in part 2.

1. Methodological Basics for Economists

No. of module	Modules	ECTS
CC 301	Analysis	5
CC 302	Mathematics of Finance	3
CC 303	Quantitative Methods	3
CC 304	Basics of Statistics	8

2. Business Administration

2.1 Accounting & Taxation

No. of module	Modules	ECTS
ACC 300	Introduction to Financial Accounting	6
ACC 303	Financial Accounting I: Annual and consolidated financial statements	6
TAX 303	Taxation I: Business Taxation	6
ACC 403	Cost Accounting	6

2.2 Finance

No. of module	Modules	ECTS
FIN 301	Investments and Asset Pricing	6
FIN 401	Corporate Finance and Risk Management	6

2.3 Information Systems

No. of module	Modules	ECTS
IS 301	Foundations of Information Systems	6
IS 401	Integrated Information Systems	6

2.4 Management

No. of module	Modules	ECTS
MAN 301	Strategic and International Management	6
MAN 401	Organization and Human Resource Management	6

2.5 Marketing

No. of module	Modules	ECTS
MKT 301	Designing the Marketing Mix	6
MKT 401	Strategic Marketing and Marketing in Specific Industry Contexts	6

2.6 Operations

No. of module	Modules	ECTS
OPM 301	Operations Management	6

3. Economics

No. of module	Modules	ECTS
ECO 301	Basics of Economics	8
ECO 302	Microeconomics A	8

4. Civil and Business Law

No. of module	Modules	ECTS
LAW 301	Civil Law	6
LAW 302	Commercial and Corporate Law	8

5. Electives

5.1 Elective A

5.1.1 Business Administration

No. of module	Modules	ECTS
ACC 451	Financial Accounting II: IFRS	3
TAX 450	Taxation of Multinational Firms	3
FIN 365	Risk Management and Financial Institutions	3
FIN 451	Stock Market Anomalies and Trading Strategies	3
FIN 452	Corporate Governance	3
IS 450	Fundamentals of E-Business	3
IS 451	Technical Fundamentals of Information Systems	3
MAN 450	Entrepreneurship, Innovation and Business Model Design	3
MAN 451	Introduction to Nonprofit Management	3
MAN 452	Introduction to Public Management	3
MAN 453	Thinking Beyond Boxes – Advance your Startup!	3
MKT 450	Marketing Communications	3
OPM 450	Fundamentals in Service Operations Management	3

5.1.2 Law

No. of module	Modules	ECTS
LAW 450	Property and Collateral Security Law	3
LAW 451	Consolidation in Partnership Law	3

5.1.3 Economics

No. of module	Modules	ECTS
	Macroeconomics A	8

5.1.4 Study Option IBEA

No. of module	Modules	ECTS
ICS 470	Business, Culture, and Society	2
TAX 470	Business and Corporate Taxation in Europe	6

5.2 Elective B

	Modules in	ECTS
	Managerial Skills	1

6. Ethics and Rhetoric

No. of module	Modules	ECTS
CC 305	Presentation Skills and Rhetoric	1
CC 306	Business Ethics	3

7. International Studies

7.1 International Studies

	Modules in	ECTS
	International Studies (study abroad semester)	29
	Foreign Language Skills I	2
	Foreign Language Skills II	2

7.2 International Cultural Studies

	Modules in	ECTS
	International Cultural Studies (at Mannheim)	24
	Foreign Language Skills I	2
	Foreign Language Skills II	2
	Foreign Language Skills III	5

8. “Bachelor Thesis”

No. of module		ECTS
BT 450	Bachelor Thesis	12

Part 2: Detailed Information on the Modules

General Information:

- Every module generally extends over one semester.
- Further details for the pass of examinations are settled by the examination regulations.

1. Methodological Basis for Economists

Module: CC 301 Analysis		
Contents: Economizing mainly means optimization under constraints. The course "Analysis" provides the essential basic methods to mathematically solve optimization problems. The second key subject is Linear Approximation. Course content: <ol style="list-style-type: none">1. Functions with multiple variables2. Partial Derivatives with multiple variables3. Chain Rule4. Linear Approximations5. Differentials6. Implicit Functions Theorem7. Multivariate Optimization8. Optimization under side conditions9. The Extreme Value Theorem10. The Envelope Theorem11. Comparative Statistics		
Learning outcomes: Students are able to solve optimization problems with and without side conditions, to linearize functions and systems of equations and to use the tools of comparative statistic. The students will have acquired the skill to analyze optimization problems with constraints graphically. The students are able to understand and explain for what the methods learned - Lagrangemethod, Approximation by differentials, etc. - are needed and how they function.		
Prerequisites: Formal: - Recommended: -		
Obligatory registration: no Further information on registration: -		
Courses	Hours per week	Self-study
Lecture	2	6
Exercise class	2	3
ECTS in total		5
Form of assessment	Written exam (90 min.)	
Lecturer/Person in charge	Dr. Evguenia Winschel	
Duration of module	1 semester	
Offering	Fall Semester	

Language	German
Program-specific educational goals	LG 1
Grade	graded
Range of application	B.Sc. Business Administration, Degree programs of other fields

Module: CC 302 Mathematics of Finance**Contents:**

- Presentation of different interest models
- Valuation of financial assets
- Mathematics of bonds and annuities
- Interest rate calculation
- Bond/yield valuation

Learning outcomes:

Students are supposed to learn about and apply the fundamental methods of the mathematics of finance, as well as its application in business administration. The lecture is concerned with two basic problems. On one hand, a payment flow will be valued (interests, dividends, bond investment). For that, specific interest models will be introduced. On the other hand, the interest yield of different investments will be defined. In addition, the mathematics of bonds and annuities will be thoroughly discussed.

Prerequisites:

Formal: -

Recommended: -

Obligatory registration: no

Further information on registration: -

Courses	Hours per week	Self-study
Lecture	2*	2*
Exercise class	2*	2*
Tutorial	2*	2*
ECTS in total		3

Form of assessment	Written exam (45 min.)
Lecturer/Person in charge	Prof. Dr. Peter Albrecht
Duration of module	*1½ semester
Offering	Fall semester (first half)
Language	German
Program-specific educational goals	LG 1, LG 2
Grade	graded
Range of application	B.Sc. Business Administration

Module: CC 303 Quantitative Methods**Contents:**

- Basics of linear algebra
- Solvability of linear systems of equations
- Linear optimization
- Simplex algorithm

Learning outcomes:

Students are supposed to learn about the fundamental methods of linear algebra and apply them to typical problems in business administration. In particular, different algorithms for the solution of linear systems of equations will be discussed and the concept of linear optimization will be introduced. The solution of these optimization problems plays an important role. After this class, students should be able to demonstrate and apply program-specific knowledge to identify and solve problems in the respective academic areas.

Prerequisites:**Formal:** -**Recommended:** -**Obligatory registration:** no**Further information on registration:** -

Courses	Hours per week	Self-study
Lecture	2*	2*
Exercise class	2*	2*
Tutorial	2*	2*
ECTS in total		3

Form of assessment	Written exam (45 min.)
Lecturer/Person in charge	Prof. Dr. Cornelia Schön
Duration of module	*1/2 semester
Offering	Fall semester (second half)
Language	German
Program-specific educational goals	LG 1
Grade	graded
Range of application	B.Sc. Business Administration

Module: CC 304 Basics of Statistics**Contents:**

The lecture presents an introduction to probability calculus and inductive statistics. Fundamental terms and the basics of probability calculus will be treated. This includes the terms probability, conditional probability, independence and the Bayes' theorem. To the central terms of statistical modeling belong random variables and their allocative function, the general description of discrete and continuous allocation as well as the term expectation. The allocation of two-dimensional random vectors will be discussed and important limit statements for large samples presented. In the course of the statistical part of the lecture, it will be introduced into the basic concepts of the theory of estimation and test theory. This includes the conception behind point and interval estimator as well as significance tests and p-values. Important classical parameter testings will be presented: this includes in particular the one- and two-sample location test, Gauß' test, t-test and Binomial test. Theoretic and practical aspects in the simple linear regression model will be discussed.

Learning outcomes:

Students know basic probabilistic and statistical terms, e.g. expectation, coefficient of correlation, confidence interval, significance test and p-value. They can link the terms and know legalities which are important for their application. They are able to calculate probabilities and statistical values of specified allocations, to solve combinatorial problems and to understand simple derivations of general statements of random variables. With a problem, they can detect the relevant statements, select a solution method and apply it. The students are able to interpret and evaluate the results of statistical methods. Within the frame of a simple statistical problem, they are able to select an adequate test and apply it.

Prerequisites:**Formal:** -**Recommended:** -**Obligatory registration:** no**Further information on registration:** -

Courses	Hours per week	Self-study
Lecture	4	8
Exercise class	2	2
ECTS in total	8	
Form of assessment	Written exam (180 min.)	
Lecturer/Person in charge	Dr. Ingo Steinke	
Duration of module	1 semester	
Offering	Spring Semester	
Language	German	
Program-specific educational goals	LG 1	
Grade	graded	
Range of application	B.Sc. Business Administration, other degree programs	

2. Business Administration

2.1 Accounting & Taxation

Module: ACC 300 Introduction to Financial Accounting		
Contents: <ul style="list-style-type: none"> • Introduction to accounting <ul style="list-style-type: none"> ○ Inventory and balance sheet ○ Business transactions not affecting and affecting profit and loss • Accounting principles and book-keeping techniques <ul style="list-style-type: none"> ○ Goods traffic ○ Value-added tax ○ Acquisition costs ○ Revenues and payment transactions ○ Personnel expenditure ○ Amortization of fixed and current assets ○ Accruals and deferrals ○ Provisions ○ Production costs and income statement • General ledger 		
Learning outcomes: <p>The students acquire well-founded knowledge of accounting and accounting techniques, as well as a fundamental understanding of the principles of orderly book-keeping (<i>GoB</i>).</p> <p>Based on relevant business transactions, the double entry book-keeping system is presented and applied to concrete applications in practice. Students can individually book business transactions as well as apply the necessary techniques to both open and close the respective accounts.</p> <p>Within the exercise class, this knowledge will be applied by students through independent work in groups on specific accounting issues. The results of the group work are presented as part of the exercise class in plenary and therefore require a deeper understanding and a thorough analysis of the present book-keeping issues. The results obtained are presented in a structured and understandable way clearly and persuasively using appropriate communication media. The focus is particularly on the skills of teamwork and leadership.</p>		
Prerequisites: Formal: - Recommended: -		
Obligatory registration: no Further information on registration: -		
Courses	Hours per week	Self-study
Lecture	2	2
Exercise class	2	2
Tutorial	2	2
ECTS in total		6
Form of assessment	Written exam (90 min.), presentation	
Lecturer/Person in charge	Rotating: Prof. Dr. Jens Wüstemann / Prof. Dr. Christoph Spengel / Prof. Dr. Ulrich Schreiber /	

	Prof. Dr. Dirk Simons
Duration of module	1 semester
Offering	Fall semester
Language	German
Program-specific educational goals	LG 1, LG 2, LG 4
Grade	graded
Range of application	B.Sc. Business Administration

Module: ACC 303 Financial Accounting: Annual and consolidated financial statements**Contents:**

- Introduction to financial accounting
- Overview on accounting theories
- Definition of assets, liabilities, revenues and expenses
- Recognition and measurement rules
- Fundamentals of group accounting

Learning outcomes:

Students will acquire specific knowledge in the areas of financial accounting and group accounting. In addition, they are able to critically assess the definition of assets, liabilities, revenues and expenses as well as the rules for recognition and measurement within the context of different accounting theories. During exercise classes and the team competition, this knowledge is applied to specific practical situations while considering and scrutinizing various aspects and points of view. Moreover, students need to assess the effects of different decision alternatives on the various stakeholders of a business (e.g. shareholders, managers, government, etc.) in order to develop appropriate strategies and action plans. The results of these considerations are presented in written as well as in verbal form. Both forms of presentation require a clear understanding and analysis of the respective problem sets. Results need to be presented convincingly in a structured and comprehensible manner with the help of appropriate software. Teamwork and leadership are further objectives of the course, as students form groups during exercise classes as well as the team competition. Accordingly, all outcomes (e.g. different accounting policies for specific accounting issues) are presented in groups.

Prerequisites:**Formal:** -**Recommended:** -**Obligatory registration:** no**Further information on registration:** -

Courses	Hours per week	Self-study
Lecture	2	2
Exercise class	2	2
Tutorial / Team competition	2	4
ECTS in total	6	

Form of assessment	Written exam (90 min.)
Lecturer/Person in charge	Prof. Dr. Jens Wüstemann
Duration of module	1 semester
Offering	Fall semester
Language	German
Program-specific education goals	LG 1, LG 2, LG 4
Grade	graded
Range of application	B.Sc. Business Administration

Module: TAX 303 Taxation I: Business Taxation**Contents:**

- Income tax, corporate tax and commercial tax
- Determination of taxable income
- Non-income taxes (inheritance tax and property tax)
- Corporate taxation and tax planning

Learning outcomes:

Students are able to make value judgements regarding the most important taxes affecting businesses. Specifically, they are able to make comparisons and determine the optimal choice of legal form for a business. Students can formulate projections and justify their statements. During exercises and tutorial classes, this knowledge is applied to specific practical situations while considering and scrutinizing various aspects and points of view. Moreover, students need to assess the effects of different decision alternatives on the various stakeholders of a business (e.g. shareholders, managers, government, etc.) in order to develop appropriate strategies and action plans. The results of these considerations are presented in written as well as in verbal form. Both forms of presentation require a clear understanding and analysis of the respective problem sets. Results need to be presented convincingly in a structured and comprehensible manner with the help of appropriate software. Teamwork and leadership are further objectives of the course, as students form groups during exercises. Accordingly, all outcomes (e.g. solutions to tax-related problem sets or developed tax planning strategies) are presented in groups.

Prerequisites:**Formal:** -**Recommended:** -**Obligatory registration:** no**Further information on registration:** -

Courses	Hours per week	Self-study
Lecture	2	2
Exercise class	2	2
Tutorial	2	2
ECTS in total	6	

Form of assessment	Written exam (90 min.)
Lecturer/Person in charge	Prof. Dr. Ulrich Schreiber / Prof. Dr. Christoph Spengel
Duration of module	1 semester
Offering	Fall semester
Language	German
Program-specific education goals	LG 1, LG 2, LG 3, LG 4, LG 5
Grade	graded
Range of application	B.Sc. Business Administration

Module: ACC 403 Cost Accounting**Content:**

- Cost Terms and Purposes
- Job Costing
- Cost Allocation
- Cost-Volume-Profit Analysis
- Activity-Based Costing
- Budgeting and Cost-Variance Analysis
- Cost Behavior
- Process Costing
- Using Cost Accounting for Managerial Decision-Making

Learning outcomes:

This module provides students with an introduction to the concepts of costing and its role in management accounting. Upon completion of this module students will be able to explain the nature of costs, record costs, apply different techniques of cost compilation and evaluate cost control procedures. Students will learn how to solve cost accounting tasks in business practice and how cost behavior affects the provision of information for strategic and long-term decision making.

Prerequisites:**Formal:** -**Recommended:** -

Obligatory registration: no	Further information on registration: -	
Courses	Hours per week	Self-study
Lecture	2	
Exercise class	2	6
Tutorial class	2	
ECTS in total		6
Form of assessment	Written exam (90 min.)	
Lecturer/Person in charge	Prof. Dr. Jannis Bischof	
Duration of module	1 Semester	
Offering	Spring term	
Language	English	
Program-specific educational goals	LG 1, LG 2	
Grade	graded	
Range of application	B.Sc. Business Administration	

2.2 Finance

Module: FIN 301 Investments and Asset Pricing		
Contents: <ul style="list-style-type: none"> • Investment decisions (cash value, internal interest rate) • Interest yield and risk (portfolio theory) • Capital costs during insecurities (CAPM, APT) • Corporate governance, agency problems and behavioral finance 		
Learning outcomes: Participants of this partial module are able to analyze and judge price movements on the financial and other asset markets. They should be able to independently value stocks and bonds under standard prerequisites with the help of widely-used practical models. Furthermore, the participants will learn to correctly apply methods of capital asset pricing to analyze portfolio decisions as the consideration of risks and return assumption and to distinguish between systematic and diversifiable risks.		
Prerequisites: Formal: - Recommended: -		
Obligatory registration: no Further information on registration: -		
Courses	Hours per week	Self-study
Lecture	2	3
Exercise class	2	3
Online quizzes & class discussion	1	1
ECTS in total		6
Form of assessment	Written exam (90 min.)	
Lecturer/Person in charge	Prof. Dr. Erik Theissen / Prof. Dr. Martin Weber	
Duration of module	1 semester	
Offering	Spring semester	
Language	English	
Program-specific educational goals	LG 1, LG 2	
Grade	graded	
Range of application	B.Sc. Business Administration	

Module: FIN 401 Corporate Finance and Risk Management**Contents:**

- A fundamental introduction to the modern theory of business financing
- An introduction to business valuation and capital costs calculus
- An introduction to the most important derivatives (futures, swaps, options)
- An introduction to corporate risk management

Learning outcomes:

Participants of this partial module learn to assess and analyze the decision making problems of a finance department. They will be able to understand the effects of the fiscal system on financial decisions and to correctly calculate the capital costs for a corporation. Students will be made familiar with the essential instruments and decision-making processes inherent to the financing of listed corporations (stocks, bonds, loans, convertible bonds and other structured products). They also learn to apply and rate complex instruments, such as e.g. unconditional futures and swaps, and options for the change of chance-risk positions

Prerequisites:**Formal:** -**Recommended:** FIN 301 Investments and Asset Pricing**Obligatory registration:** yes**Further information on registration:**
“Student Portal”

Courses	Hours per week	Self-study
Lecture	2	4
Exercise class	2	4
ECTS in total	6	
Form of assessment	Written exam (90 min.), Written voluntary midterm exam (45 min.)	
Lecturer/Person in charge	Prof. Dr. Stefan Ruenzi / Prof. Ernst Maug Ph.D.	
Duration of module	1 semester	
Offering	Fall semester	
Language	English	
Program-specific educational goals	LG 1, LG 2	
Grade	graded	
Range of application	B.Sc. Business Administration	

2.3 Information Systems

Module: IS 301 Foundations of Information Systems		
Contents: <ul style="list-style-type: none"> • Introduction and basic definitions in the field of information systems as well as design and structure of information systems • Technological Foundations: hardware and software components, basic functionalities of computer systems and networks, basics of database systems • Development of information systems: project management and development processes, selected methods for analysis and design • Management of information systems: IT Management Framework, Business/IT Alignment, IT Organization, IS Investment, IS Adoption 		
Learning outcomes: Students are able to explain the interplay of information technologies, human beings and organizations. They comprehend how information systems are structured and are able to explain the basic functionalities of computer and database systems. Students know the different approaches for the development of information systems and know the basic techniques for the analysis of demands and the design of information systems. They understand the operative and strategic processes for the management of information systems. They are aware of the factors influencing the development and management of information systems, the perspectives of different stakeholders, and can evaluate related decisions. Students are able to analyze requests expressed in natural language and translate them into structured database queries. They can analyze requirements for an information system and can present them in a structured format, especially using behavior and structure diagrams		
Prerequisites: Formal: - Recommended: -		
Obligatory registration: no Further information on registration: -		
Courses	Hours per week	Self-study
Lecture	2	3
Exercise	2	3
Tutorial	1	1
ECTS in total		6
Form of assessment	Written exam (90 min.)	
Lecturer/Person in charge	Markus Nöltner	
Duration of module	1 semester	
Offering	Spring semester	
Language	English	
Program-specific educational goals	LG 1, LG 2	
Grade	graded	
Range of application	B.Sc. Business Administration, other programs	

Module: IS 401 Integrated Information Systems

Contents:

This course first outlines the basics of data and business process modelling based on wide-spread approaches such as entity relationship diagrams, event-driven process chains (EPC), and business process model and notation (BPMN). The remainder of the course then focuses on the use and purpose of integrated information systems across different functional areas in industrial companies. Finally, basics of management support systems such as business intelligence systems are addressed.

Outline:

- Business Process Modelling
- Application Systems in
 - Research and Development
 - Marketing and Sales
 - Procurement and Warehousing
 - Production
 - Shipping and Customer Service
 - Finance, Accounting, HR
- Planning and Control Systems

Literature:

- Mertens et al.: Grundzüge der Wirtschaftsinformatik, 7. Aufl., Springer 2001
- Mertens: Integrierte Informationsverarbeitung, 2 Bde., Bd.1, Operative Systeme in der Industrie, 16. Aufl., Gabler 2007
- Wigand et al.: Introduction to Business Information Systems, Springer 2003

Learning outcomes:

After attending the lecture, exercises and tutorials students are able to

- model complex business processes based on popular modelling techniques,
- discuss the requirements, characteristics and effects of integrated information systems in industrial companies, including complex process interdependencies,
- complete basic tasks from different functional areas in a wide-spread integrated information system.

Prerequisites:

Formal: -

Recommended: -

Obligatory registration: no

Further information on registration:

Registration for optional tutorials after first lecture session

Courses	Hours per week	Self-study
Lecture	2	3
Exercise	1	2
Tutorial	2	2
ECTS in total		6
Form of assessment	Written exam (90 min.)	
Lecturer/Person in charge	Prof. Dr. Armin Heinzl	

Duration of module	1 semester
Offering	Spring semester
Language	English
Program-specific educational goals	LG 1
Grade	graded
Range of application	B.Sc. Business Administration, other programs

2.4 Management

Module: MAN 301 Strategic and International Management		
Contents: In the lecture MAN 301, basic theories, research results and current topics from the fields of strategic and international management will be mediated. An understanding of basic functions of management will be developed and the necessary steps/instruments of a strategy development process are presented to the students. Furthermore, topics like corporate social responsibility, internationalization strategies as well as fundamental aspects of global value chain management will be treated.		
Learning outcomes: Students will develop a fundamental understanding of the challenges and complexity of problems related to strategic management issues. They also will learn about potential solutions to strategic corporate problems. Students will get introduced to central challenges related to global value chain management Students will develop an understanding and get to apply central concepts/instruments of strategic and international management.		
Prerequisites: Formal: - Recommended: -		
Obligatory registration: yes		Further information on registration: Registration for exercise classes and tutorials on ILIAS portal
Courses	Hours per week	Self-study
Lecture	2	4
Exercise	1	2
Tutorial	1	2
ECTS in total		6
Form of assessment	Written exam (90 min.)	
Lecturer/Person in charge	Prof. Dr. Michael Woywode / Prof. Dr. Matthias Brauer	
Duration of module	1 semester	
Offering	Fall semester	
Language	English	
Program-specific educational goals	LG 3	
Grade	graded	
Range of application	B.Sc. Business Administration	

Module: MAN 401 Organization and Human Resource Management

Contents:

The lecture is based on the lecture MAN 301 and mediates the continuative topics and problems for management. Knowledge which is required for management will be mediated.

Behavior in Organizations

Development of motivation and satisfaction in individuals in organizations; development of behavior in, by and between groups; development of corporate cultures and how they influence the behavior of individuals

Organization

Organizational structures and processes as well as their transformation

Human Resource Management

Students are supposed to understand the goals and fields of activity of human resource management as both a strategic and operative management function as well as learn about methods to evaluate human resource interventions.

The following topics are discussed:

Introduction to the human resource environment; personnel selection; performance management; Compensation; Employee Relations; Leadership

Learning outcomes:

Students are able to understand and independently convey the presented concepts and contents as well as analyze them critically. By the end of the course, students will be able to apply their newly gained knowledge in practical situations. In this relation, they are able to understand the various management functions as well as their connections.

Prerequisites:

Formal: -

Recommended: -

Obligatory registration: no

Further information on registration:

Website of the chair / "Student Portal"

Courses	Hours per week	Self-study
Lecture	2	4
Exercise class	2	4
ECTS in total		6
Form of assessment	Written Exams (2 x 45 min.)	
Lecturer/Person in charge	Prof. Dr. Katrin Hoisl / Prof. Dr. Torsten Biemann	
Duration of module	1 semester	
Offering	Spring semester	
Language	English	
Program-specific educational goals	LG 1	
Grade	graded	
Range of application	B.Sc. Business Administration	

2.5 Marketing

Module: MKT 301 Designing the Marketing Mix		
Contents: <ul style="list-style-type: none"> • General basics • Theoretical perspective: introduction to consumer behavior • Information-related perspective: the fundamentals of market research • Instrumental perspective: <ul style="list-style-type: none"> - the fundamentals of product management - the fundamentals of price management - the fundamentals of communication management - the fundamentals of sales management 		
Learning outcomes: Students gain a thorough overview on the relevant questions and functions in marketing. They can choose and apply suitable concepts and methods in order to solve typical marketing challenges and problems. They have a profound understanding of causal relationships and are able to solve problems quantitatively when appropriate data is available. In solving and presenting a team case study, students also improve their analytical, presentation, and team-working skills.		
Prerequisites: Formal: - Recommended: -		
Obligatory registration: Only for Case Study (takes place within Exercise class)		Further information on registration: Website of the chair or in the first exercise class of the semester
Courses	Hours per week	Self-study
Lecture	2	3
Exercise class	1	1
Tutorial	2	3
ECTS in total		6
Form of assessment	Case study presentation (max. points acquirable: 18) Written exam (max. points acquirable: 72, 72 min.)	
Lecturer/Person in charge	Prof. Dr. Dr. h.c. mult. Christian Homburg / Evelyn Ott	
Duration of module	1 semester	
Offering	Spring semester	
Language	German	
Program-specific educational goals	LG 1, LG 2, LG 4, LG 5	
Grade	graded	
Range of application	B.Sc. Business Administration	

Module: MKT 401 Strategic Marketing and Marketing in Specific Industry Contexts**Contents:**

- Marketing strategy
- Marketing in specific contexts (service, business-to-consumer marketing, business-to-business marketing, international marketing)
- Customer segmentation, positioning and approach of target audience

Learning outcomes:

Students are able to apply marketing-specific knowledge, to identify and solve problems of marketing strategy and in the institutional marketing contexts (services, B2C, B2B and international markets).

Students are aware of cultural differences and characteristics and understand their influences for corporate processes and marketing.

Students understand ethical and social implications on corporate decisions.

Students understand the strategic and institutional perspectives and will be able to develop and implement marketing strategies.

Prerequisites:

Formal: -

Recommended: MKT 301 Marketing I

Obligatory registration: Only for simulation **Further information on registration:** Website of the Chair

Courses	Hours per week	Self-study
Lecture	2	4
Exercise class / Simulation	1	2
Tutorial	1	2
ECTS in total		6

Form of assessment	Participation in simulation as prerequisite for admission to written exam (90 min.)
Lecturer/Person in charge	Prof. Dr. Sabine Kuester
Duration of module	1 semester
Offering	Spring semester
Language	English
Program-specific educational goals	LG 1, LG 2, LG 5
Grade	graded
Range of application	B.Sc. Business Administration

2.6 Operations

Module: OPM 301 Operations Management		
Contents: Role of operations management; fundamental planning tasks of operation management; planning methods; main features of production planning, transportation planning and inventory management.		
Learning outcomes: Acquisition and application of basic concepts, theories and methods of operations management. This includes: <ul style="list-style-type: none"> • Understanding of essential planning tasks of operations management • Understanding of key trade-offs in operations management • Ability to structure and model complex planning tasks • Familiarity with common solution methods for planning tasks in operations management 		
Prerequisites:		
Formal: -		
Recommended: CC 303 Quantitative Methods		
Obligatory registration: no		
Further information on registration: -		
Courses	Hours per week	Self-study
Lecture	2	2
Exercise class	2	2
Tutorial	2	2
ECTS in total		6
Form of assessment	Written exam (90 min.)	
Lecturer/Person in charge	Prof. Dr. Moritz Fleischmann / Prof. Dr. Raik Stollitz	
Duration of module	1 semester	
Offering	Fall semester	
Language	English	
Program-specific educational goals	LG 1, LG 2	
Grade	graded	
Range of application	B.Sc. Business Administration	

3. Economics

Module: ECO 301 Basics of Economics		
Contents: This lecture introduces into the field of economics and explains basic phenomena, interconnections and methods of analysis pertaining to micro- and macroeconomics. The lecture introduces into the principles of economic thinking. The participants will be made familiar with the basic problems of micro- and macro-economics, especially the functioning of markets, the economy of the public sector, the labor market economy and the macro-economy of closed and open political economies. The contents of the lecture comprise: <ol style="list-style-type: none"> 1. Offer and demand 2. Markets and affluence 3. Economy of the public sector 4. Design of the tax system 5. Corporate behavior 6. Fragmentary competition 7. Labor market economy 8. Excursion to threshold regions of micro-economics 9. Empirical observations and macro-economics: economical resource accounting 10. Long-term economic development: production and growth, saving, investing and the financial system 11. Money and inflation 12. European monetary union 13. Macro-economics of open political economies 14. Short-term economic fluctuations 15. Macroeconomic politics 		
Learning outcomes: Successful students know the basic principles of economic thinking. They can apply them in order to analyze the impact of different simple politico-economic measures and to evaluate which impacts are socially desirable. They can use their knowledge about the effective incentives in economic processes to advise in technically sound manner layperson in moderately complex economic and political decision problems. They are able to formulate field-related positions on current social problems (like e.g. the economic and financial crisis) and to discuss possible solutions with experts.		
Prerequisites: Formal: - Recommended: -		
Obligatory registration: no Further information on registration: -		
Courses	Hours per week	Self-study
Lecture	4	8
Exercise class	2	2
ECTS in total		8
Form of assessment	Written exam (120 min.)	
Lecturer/Person in charge	Prof. Dr. Dirk Engelmann / Prof. Dr. Carsten Trenkler	

Duration of module	1 semester
Offering	Fall semester
Language	German
Program-specific educational goals	LG 1, LG 2
Grade	graded
Range of application	B.Sc. Business Administration other degree programs

Module: ECO 302 Microeconomics A**Contents:**

The goal of this lecture is to impart students the functioning and the welfare characteristics of competitive markets. Discussed in detail are the household theory, decisions under uncertainty, inter-temporal decisions, producer theory, partial and general equilibrium as well as the welfare economy. With numerous applications, special emphasis is put on the practical training of the methodological knowledge. The technical aspects will be deepened in exercises and lecture assignments.

In contrast to the lecture Microeconomics B the focus of Microeconomics A lies on the analysis of non-strategic behavior. The mediated basics of Microeconomics A are essential for many further lectures in business administration and economics.

Learning outcomes:

Students are able to not only take an individual perspective in the analysis of social problems, but also recognize the interaction of individuals as an important factor. The students have begun to think in equilibriums. After the completion of the lecture, students are able to reproduce the acquired theoretical knowledge and to apply it to related problems. Furthermore, they have dealt with the model of the competitive market and recognized among which conditions the underlying assumptions are not appropriate. They are able to deepen their knowledge in continuative lectures and independently respectively.

Through the low number of participants in the exercises and through the online-forum, interaction between students and lecturers is encouraged. Within the resultant discussions, students improve their ability to formulate subject-related positions and defend them with arguments.

Prerequisites:

Formal: -

Recommended: Basics of Economics

Obligatory registration: no

Further information on registration: -

Courses	Hours per week	Self-study
Lecture	4	8
Exercise class	2	2
ECTS in total		8

Form of assessment	Written exam (120 min.)
Lecturer/Person in charge	Prof. Dr. Thomas Tröger / Prof. Dr. Susanne Goldlücke (German version) / Prof. Dr. Thomas Tröger / Dr. Peter Vida (English version)
Duration of module	1 semester
Offering	Spring semester
Language	German or English
Program-specific educational goals	LG 1, LG 2
Grade	graded
Range of application	B.Sc. Business Administration other degree programs

4. Civil and Business Law

Module: LAW 301 Civil Law		
Contents: Introduction to law as stated the first two books of the German civil code (Bürgerliches Gesetzbuch) and to legal methodology.		
Learning outcomes: The students have insights to the fields of civil law which are relevant for business and tax consulting, including the instruction to legal solutions of practical cases. Students will have a working overview of the business and tax areas of German civil law. This includes the ability to solve practical legal cases.		
Prerequisites: Formal: - Recommended: -		
Obligatory registration: no Further information on registration: -		
Courses	Hours per week	Self-study
Lecture with integrated exercise class	5	3
Tutorial	2	2
ECTS in total		6
Form of assessment	Written exam (120 min.)	
Lecturer/Person in charge	Dr. Gernot Wirth	
Duration of module	1 semester	
Offering	Fall semester	
Language	German	
Program-specific educational goals	LG 1, LG 2, LG 3, LG 4, LG 5	
Grade	graded	
Range of application	B.Sc. Business Administration	

Module: LAW 302 Commercial and Corporate Law**Contents:**

Technical terms and methodology of commercial and corporate law

Learning outcomes:

Students have in-depth knowledge of the commercial and corporate law fields, which are relevant for business and tax consulting. They are able to handle practical cases with legal solutions.

Prerequisites:

Formal: -

Recommended: LAW 301 Civil Law

Obligatory registration: no

Further information on registration: -

Courses	Hours per week	Self-study
Lecture with integrated exercise class	5	6
Tutorial	2	3
ECTS in total		8

Form of assessment	Written exam (120 min.)
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Lecturer/Person in charge	Dr. Gernot Wirth
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Duration of module	1 semester
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Offering	Spring semester
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Language	German
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Program-specific educational goals	LG 1, LG 2, LG 3, LG 4, LG 5
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Grade	graded
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Range of application	B.Sc. Business Administration
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5. Electives

5.1 Electives A

In elective A students can choose one out of the following modules in the field of Business Administration, Law, and Economics.

5.1.1 Business Administration

5.1.1.1 Accounting & Taxation

Module: ACC 451 Financial Accounting II: IFRS		
Contents: The subject Financial Accounting II covers Accounting Legislation as defined by the International Financial Reporting Standards (IFRS). In the lecture, individual Standards will be presented in detail. The focus lies on the approach and valuation of the annual statement. In particular, the lecture goes into detail about IAS 16 (Property, Plant & Equipment), IAS 38 (Intangible Assets), IAS 36 (Impairment of Assets), IAS 17 (Leases), as well as IAS 37 (Provisions, Contingent Liabilities and Contingent Assets)		
Learning outcomes: Participants of the course gain an overview of the major concepts and methods in the field of international financial accounting. Students acquire detailed knowledge of accounting according to IFRS. Participants apply this knowledge to subject-specific issues. Based on the acquired knowledge, they are capable of analyzing and discussing further issues and coming up with solutions.		
Prerequisites: Formal: not taken ACC 402 Recommended: -		
Obligatory registration: no	Further information on registration: -	
Courses	Hours per week	Self-study
Lecture	1	2
Exercise class	1	2
ECTS in total		3
Form of assessment	Written exam (45 min.)	
Lecturer/Person in charge	Prof. Dr. Dirk Simons	
Duration of module	1 semester	
Offering	Spring semester	
Language	English	
Program-specific educational goals	LG 1, LG 2	
Grade	graded	
Range of application	B.Sc. Business Administration	

Module: TAX 450 Taxation of Multinational Firms**Contents:**

Businesses operating within and across the borders in Europe or other regions are confronted with heterogeneous tax systems despite EU-wide tax harmonization efforts. Therefore, businesses have to adapt their organisation, finance and channels of distribution to the range of tax conditions in different countries and aim to optimise their tax situation by considering other business objectives.

The guidelines regarding the taxation of businesses in the European Union and in the Asian Pacific region are presented. The topics vary from the basic principles of the dual system of business taxation, the taxation of corporations and their shareholders and the taxation of partnerships to the impact of different corporation tax systems on financing decisions. Furthermore, the guiding principles of international taxation regarding inbound and outbound investments are discussed. Finally, based on this, several tax planning strategies for cross-border investments are introduced by various case studies (e.g. cross-border financing and implementation of holding companies).

Learning outcomes:

By the end of the course students

- understand and evaluate the consequences of taxation when undertaking national transactions and decisions;
- understand and evaluate the consequences of taxation when undertaking international transactions and decisions;
- understand and identify the key tax issues that affect international business transactions.

Prerequisites:

Formal: -

Recommended: -

Obligatory registration: no

Further information on registration: -

Courses	Hours per week	Self-study
Lecture	2	4
ECTS in total		3
Form of assessment	Written exam (60 min.)	
Lecturer/Person in charge	Prof. Dr. Christoph Spengel / Dr. Katharina Finke/Dr. Jost Heckemeyer	
Duration of module	1 semester	
Offering	Spring semester	
Language	English	
Program-specific educational goals	LG 1, LG 2, LG 3, LG 4, LG 5	
Grade	graded	
Range of application	B.Sc. Business Administration	

5.1.1.2 Finance

Modul: FIN 451 Stock Market Anomalies and Trading Strategies		
Contents: The course gives an introduction to the field of equity market anomalies. In this context, the term “anomalies” refers to patterns in the cross-section of expected stock returns which cannot satisfactorily be explained with standard measures of risk and which are thus difficult to reconcile with the efficient market hypothesis. The course provides an overview over well-known as well as and recently discovered anomalies and discusses why they might arise and to what extent they might persist. These insights help to develop a better understanding of how financial markets actually work. The course also discusses to which extent these anomalies may be translated into effective investment strategies. An emphasis of the course will be on recent developments in anomalies research.		
Learning outcomes: Students get an overview of the research field of equity market anomalies with regards to current research topics and methodology used. Students acquire a profound knowledge of informational efficiency in real-world stock markets. Students learn to integrate interdisciplinary views from finance and psychology. Students acquire the ability to deal with scientific research papers, to interpret their results and to identify critical points.		
Prerequisites: Formal: - Recommended: Students are assumed to have undergraduate level knowledge of finance and economics (e.g. FIN 301, ECO 302). Some basic knowledge of statistics/econometrics is helpful to understand empirical research conducted in the papers which the course content is based on. A sufficient level of spoken and written English language skills is necessary.		
Obligatory registration: yes (maximum of 60 participants)	Further information on registration: Website of the Chair, „Student Portal“	
Courses	Hours per week	Self-study
Lecture	2	4
ECTS in total		3
Form of assessment	Written exam (90 min.)	
Lecture / Person in charge	Dr. Heiko Jacobs	
Duration of module	1 Semester	
Offering	Spring Semester	
Language	English	
Program-specific educational goals	LG 1, LG 2	
Grade	graded	
Range of application	B.Sc. Business Administration, B.Sc. Business Economics	

Module: FIN 452 Corporate Governance		
Contents: In this course, conflicts of interest within the firm will be analyzed and mechanisms to mitigate these problems discussed. First, the lecture starts with the theoretical concepts underpinning corporate governance. Second, emphasis will be on different corporate governance mechanisms (for example ownership structure, executive compensation and the role of the board of directors).		
Learning outcomes: Students should develop an understanding of important issues in corporate governance and of its relevance in a social, political, and economic context.		
Prerequisites: Formal: - Recommended: FIN 301		
Obligatory registration: yes		Further information on registration: Website of the Chair, "Student Portal"
Courses	Hours per week	Self-study
Lecture/Exercise	2	4
ECTS in total		3
Form of assessment	Written exam (60 min.)	
Lecturer/Person in charge	Dr. Inga van den Bongard / Dr. Erik Fernau	
Duration of module	1 semester	
Offering	Spring semester	
Language	English	
Program-specific educational goals	LG 1, LG 2, LG 3	
Grade	graded	
Range of application	B.Sc. Business Administration	

5.1.1.3 Information Systems

Module: FIN 365 Risk Management and Financial Institutions		
Contents: This course deals with the ways in which risks are quantified and managed by financial institutions. Among the topics covered are the nature of financial institutions and their regulation, market risk, credit risk (briefly), operational risk, and the credit crisis of 2007.		
Learning outcomes: After successfully passing the course students know the main concepts to quantify and manage all kind of risks of financial institutions. They know how to apply the methods of risk management in banks and other financial institutions. The students get to know a comprehensive overview of the recent trends in regulation (Basel III) and of the bank losses and the lessons learned from the credit crisis of 2007.		
Prerequisites: Formal: - Recommended: Students are assumed to have an undergraduate level knowledge of finance, in particular options valuation. If you have passed FIN 401, you will be fine. Some basic statistical and/or econometric skills are helpful. A sufficient level of spoken and written English language skills is necessary.		
Obligatory registration: yes		Further information on registration: “Student Portal”
Courses	Hours per week	Self-study
Lecture	2	4
ECTS in total		3
Form of assessment	Written exam (90 min.)	
Lecturer/Person in charge	Dr. Maximilian Wimmer	
Duration of module	1 semester	
Offering	Fall semester & Spring semester	
Language	English	
Program-specific educational goals	LG 1, LG 2	
Range of application	B.Sc. Business Administration	

Module: IS 450 Fundamentals of E-Business**Contents:**

In the last years, the internet has rapidly become an important and fast growing aspect of business life. It is a channel to the customer, a medium to link up with the suppliers, a marketing tool and an interactive medium for communication. Consequently, today's manager needs a profound knowledge of the strategic implications of using the internet for the goals of the firm. Based on the content of the introductory courses on information systems and marketing it is the aim of this elective module to equip the participants with strategic insights into the following aspects of e-business impact:

Fundamental terms and issues of e-business, technological and process-oriented view on e-business, social and behavioral issues of e-business, ethical and regulatory aspects, strategies to employ the digital channel, digital marketing, product and service innovation, reshaping business processes through e-business..

Textbook: Jonathan Reynolds, *E-Business, A Managerial Perspective*, Oxford University Press, 2010

Learning outcomes:

By the end of the module students will

- understand the impact of e-business and modern business models on supply chains,
- gain insights in up-to-date business strategies,
- engage in social media for marketing, customer relationship management and customer satisfaction,
- discuss socio-cultural aspects of e-business and social media.

Prerequisites:

Formal: -

Recommended: -

Obligatory registration: no

Further information on registration: -

Courses	Hours per week	Self-study
Lecture	2	4
ECTS in total	3	
Form of assessment	Written exam (60 min.)	
Lecturer/Person in charge	Jun.-Prof. Dr. Julia Krönung	
Duration of module	1 semester	
Offering	Spring semester	
Language	English	
Program-specific educational goals	LG 1, LG 2	
Grade	graded	
Range of application	B.Sc. Business Administration	

Module: IS 451 Technical Fundamentals of Information Systems**Contents:**

This lecture teaches technical basics of information systems and addresses students that want to gain technical knowledge of information systems for IT-related jobs or Master studies. The lecture covers basic principles of a computer's operations and programming, and gives an introduction to standard algorithms, data structures, and networking. Based on IS 301, the lecture further introduces into software engineering. Topics of the lecture are:

- Basics of digital computers
 - Binary system, data representation
 - Information processing, programming
- Basics of algorithms
- Typical problems of information processing
 - Algorithms for searching and sorting of information
 - Data structures, e.g., arrays, trees, lists, hashing, graphs
 - Complexity estimation
- Distributed systems and computer networks
- Software engineering: basics and interfaces to the departments
 - Development processes
 - Requirements analysis

Learning outcomes:

Participants of the lecture acquire skills in basic concepts of computers, basic knowledge of algorithms, basic algorithms for searching, sorting and data structures, computer networks and distributed systems and the procedure of software engineering.

Prerequisites:

Formal: -

Recommended: -

Obligatory registration: no

Further information on registration: -

Courses	Hours per week	Self-study
Lecture	2	4
ECTS in total	3	
Form of assessment	Written exam (45 min.)	
Lecturer/Person in charge	Prof. Dr. Christian Becker	
Duration of module	1 semester	
Offering	Spring semester	
Language	English	
Program-specific educational goals	LG 1, LG 2	
Grade	graded	
Range of application	B.Sc. Business Administration	

5.1.1.4 Management

Module: MAN 450 Entrepreneurship, Innovation and Business Model Design

Contents:

The course `Entrepreneurship, Innovation and Business Model Design´ introduces concepts of creativity and entrepreneurship and models which facilitate their translation into business models. The course introduces students to the more practical elements of innovation and enterprise activity across multiple contexts along with the exploration of students' own entrepreneurial potential.

This course focuses on two main themes: encouraging students to investigate and experience creative processes and preparing students to implement innovative ideas in the marketplace.

Learning outcomes:

By the end of the module students will have

- explored and developed their own entrepreneurial creativity,
- invented and presented a new business idea,
- experienced and applied a six stage creative problem solving process,
- developed skills and abilities that can be applied to improve your effectiveness in the rest of your studies,
- developed a business plan for a concrete start up project,
- presented and defended the concept of their start up project in front of an expert board to get feedback.

Prerequisites:

Formal: -

Recommended: -

Obligatory registration: yes

Further information on registration:

Website of the chair

Courses	Hours per week	Self-study
Lecture	2	2
Study group	1	1
ECTS in total		3

Form of assessment	Creation of a Business Plan and Presentation
Lecturer/Person in charge	Prof. Dr. Michael Woywode
Duration of module	1 semester
Offering	Spring semester
Language	English
Program-specific educational goals	LG 4
Grade	graded
Range of application	B.Sc. Business Administration

Module: MAN 451 Introduction to Nonprofit Management**Contents:**

This module gives an introduction to the management of nonprofit organisations (NPOs). First, the nonprofit sector is described and analyzed, including topics like the relevance of the sector and its various activity fields. In the following, nonprofit management is reviewed within the functions of nonprofit governance and leadership, nonprofit human resource management, nonprofit marketing, fundraising management, nonprofit accounting and finance. Thus, this module provides a theoretical foundation for the management of NPOs. The peculiarities of nonprofit management as opposed to “forprofit” management are developed and analyzed. Possibilities and limits concerning the applicability of general management methods and concepts to NPOs are detected. Scientific research pertaining to nonprofit management is discussed and practical examples, cases and project work are presented.

Learning outcomes:

By the end of the module students will be able to:

- illustrate the economic relevance of the nonprofit sector,
- explain the particularities of nonprofit management,
- apply general management methods in the nonprofit sector,
- describe the development of specific concepts for NPOs,
- explain hypotheses and findings in the field of nonprofit management.

Moreover, key competences such as presentation competence and working with academic papers shall be acquired.

Prerequisites:

Formal: -

Recommended: -

Obligatory registration: yes

Further information on registration:

Website of the chair / “Student Portal”

Courses	Hours per week	Self-study
Lecture	2	
Exercise class	1	8
ECTS in total		3
Form of assessment	Written exam and case study	
Lecturer/Person in charge	Prof. Dr. Bernd Helmig	
Duration of module	1 semester	
Offering	Spring semester	
Language	German	
Program-specific educational goals	LG 2, LG 4, LG 5	
Grade	graded	
Range of application	B.Sc. Business Administration	

Module: MAN 452 Introduction to Public Management**Contents:**

In this module, we elaborate on framework conditions and theoretical foundations of public management. We describe the work of public administrations by applying a management perspective. The module contains topics such as public tasks, management of public services, and public-private partnerships. Human resource management in and organization of public sector entities are particularly discussed. In this context, we talk about the possibility to apply management instruments in public administrations in the light of current reform movements in the public sector.

Learning outcomes:

By the end of the course, students should be able to explain framework conditions as well as theoretical fundamentals of public management, describe possibilities and limitations of transferring business and market-oriented instruments to public administrations, discuss contents of current reform movements.

Moreover, key competences such as presentation competence, working with academic papers and team competences shall be acquired.

Prerequisites:

Formal: -

Recommended: -

Obligatory registration: yes

Further information on registration:

Website of the chair / "Student Portal"

Courses	Hours per week	Self-study
Lecture	2	8
Study group	1	-
ECTS in total		3

Form of assessment	Portfolio (for details, see FAQ-section on the website of the chair)
Lecturer/Person in charge	Prof. Dr. Bernd Helmig
Duration of module	1 semester
Offering	Spring semester
Language	German
Program-specific educational goals	LG 2, LG 4, LG 5
Grade	graded
Range of application	B.Sc. Business Administration

Module: MAN 453 Thinking Beyond Boxes – Advance your Startup!

Contents:

The course encourages the further development of student business ideas from all faculties of the University of Mannheim. In the course format, students develop their own already existing business ideas individually or as a start-up team (after consultation). Milestones tailored to each startup are set at the beginning of the course. Coaching by MCEI employees to develop innovative products and services is ensured throughout the semester. The MCEI DesignLAB offers the student founders room for the further realization of their projects. In a workshop at the start of the course, basic tools for business model development and how to reach investment readiness (angel financing, VC) will be taught. At demo day by then end of class, the startups will pitch in front of experts and investors.

Students who do not have an advanced business idea yet should follow MAN 450 Entrepreneurship, Innovation and Business Model Design instead.

Learning outcomes:

The course fosters the further development of your own entrepreneurial project. You will acquire and deepen your entrepreneurial skills. We start by a brief recap of the basic concepts and connections of creativity, entrepreneurial thinking and innovation. Most importantly, you will further advance your pitch deck and the business plan of your already existing the startup project. Growing your presentation skills is essential to pitch your startup in front of an expert jury on demo day by the end of the course.

Prerequisites:

Formal: -

Recommended: Own advanced startup project, please consult instructors

Obligatory registration: yes

Further Information on the registration:
www.mcei.de/teaching/undergraduate

Courses

Hours per week

Self-study

Lecture / Workshop / Project

1

5

ECTS in total

3

Form of assessment

20% Written exam
40% Final pitch presentation (team)
40% Final business plan/ report (team)

Lecturer/Person in charge

Prof. Dr. Michael Woywode, Dr. Jan Zybura

Duration of module

1 Semester

Offering

Spring semester

Language

English

Program-specific educational goals

LG 1, LG 2, LG 4, LG 5

Grade

graded

Range of application

B.Sc. Business Administration

5.1.1.5 Marketing

Module: MKT 450 Marketing Communications		
Contents: Marketing communications is concerned with the methods, processes, meanings, perceptions and actions associated with the ways in which organizations (and their brands) engage with their target audiences. The lecture covers all elements of the communications mix, including advertising, public relations, sponsorship, sales promotion, direct marketing, point-of-purchase communications, exhibitions, and personal selling.		
Learning outcomes: The students understand what Marketing Communications is and how it works. The students understand the different process steps of marketing communications (planning, organization, execution, monitoring of communication actions). The students know the various aspects and perspectives of marketing communications (i.a., advertising, public relations, sponsoring, sales promotion, direct marketing). The students develop the ability to criticize various communication instruments and their application.		
Prerequisites: Formal: - Recommended: MKT 301		
Obligatory registration: no Further information on registration: -		
Courses	Hours per week	Self-study
Lecture	2	4
ECTS in total		3
Form of assessment	Written exam (60 min.)	
Lecturer/Person in charge	Prof. Dr. Florian Kraus	
Duration of module	1 semester	
Offering	Spring semester	
Language	English	
Program-specific educational goals	LG 1, LG 2	
Grade	graded	
Range of application	B.Sc. Business Administration	

5.1.1.6 Operations

Module: OPM 450 Fundamentals of Service Operations Management

Contents:

Services are the largest and fastest growing segment of our economy. However, services pose particular challenges to managers due to their process-oriented nature, perishability and high levels of customer involvement. This course provides basic managerial concepts and analytical tools for effectively and efficiently managing service operations in order to gain competitive advantage in face of these challenges.

In particular, we will create models and use software such as state-of the-art spreadsheet tools to analyze and solve different operations management problems typically arising in service industries. The methods and tools taught in the course have become invaluable aids to informed decision making in practice in order to improve processes, save resources, and create value.

Applications cover a broad range of service industries, such as transport and communication, retailing, hospitality, professional services, health care, service functions of the manufacturing sector, etc. The course pursues an active-learning approach including lecture-style class sessions, computer-based exercises, and home assignments to be accomplished in teamwork.

Learning outcomes:

By the end of the module students will

...get familiarized with the challenging decisions and problems in service operations management,

...understand the key differences between the service and the manufacturing sector and the implications for managing services vs. goods,

...learn about concepts and tools for analyzing decision situations and for systematically evaluating options in service operations management,

...enhance their problem structuring, modeling and analytical skills,

...present complex problems in a comprehensible manner.

Prerequisites:

Formal: -

Recommended: Operations Management (OPM 301)

Obligatory registration: yes	Further information on registration: ILIAS
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Courses	Hours per week	Self-study
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Lecture / Exercise	2	4
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ECTS in total	3
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Form of assessment	Assignments
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Lecturer/Person in charge	Prof. Dr. Cornelia Schön
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Duration of module	1 semester
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Offering	Spring semester
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Language	English
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Program-specific educational goals	LG 1, LG 2, LG 4
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Grade	graded
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Range of application	B.Sc. Business Administration
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5.1.2 Law

Module: LAW 450 Property and Collateral Security Law		
Contents: Subject of the module is the third book of the German civil code (Bürgerliches Gesetzbuch) and its effects on economic practice		
Learning outcomes: Subject of the lecture are the basic technical terms and the foundations of property law, in particular property and estate of movable objects. Furthermore, the right of collateral security is being presented with the help of legal and through legal practice developed security forms. Students will be enabled to understand legal property case arrangements and to solve them appropriately.		
Prerequisites: Formal: - Recommended: Bürgerliches Recht (LAW 301)		
Obligatory registration: no Further information on registration: -		
Courses	Hours per week	Self-study
Lecture	2	4
ECTS in total		3
Form of assessment	Written exam (90 min.)	
Lecturer/Person in charge	Dr. Gernot Wirth	
Duration of module	1 semester	
Offering	Spring semester	
Language	German	
Program-specific educational goals	LG 2	
Grade	graded	
Range of application	B.Sc. Business Administration	

Module: LAW 451 Consolidation in Partnership Law		
Contents: The module conveys consolidating knowledge of company law and of partnerships and commercial partnerships.		
Learning outcomes: Students are to understand the legal company structures of partnerships and commercial partnerships, which are of great importance for occupations aimed at commercial law, and are enabled to apply the knowledge in practice.		
Prerequisites: Formal: - Recommended: Bürgerliches Recht (LAW 301)		
Obligatory registration: no		Further information on registration: -
Courses	Hours per week	Self-study
Lecture	2	4
ECTS in total		3
Form of assessment	Written exam (90 min.)	
Lecturer/Person in charge	Dr. Gernot Wirth	
Duration of module	1 semester	
Offering	Spring semester	
Language	German	
Program-specific educational goals	LG 2	
Grade	graded	
Range of application	B.Sc. Business Administration	

5.1.3 Economics

Module: Macroeconomics A		
Contents: <ul style="list-style-type: none"> • Economic Growth: saving, interest rates and capital accumulation; technological progress; human capital; money, inflation and economic growth. • The Labor Market: unemployment; wages and salaries; technological progress and wage inequality. • The Open Economy: exports and imports; capital flows; exchange rates; globalization and economic growth; globalization and the labor market. • Economic Policy: fiscal policy and tax reform; labor market reform; social security reform; health reform. 		
Learning outcomes: Successful students will know the basic principles of macro-economic thinking. They will be able to apply them in order to analyze the effect of differing economic-political measures as well as to evaluate what kind of measures would be socially desirable. They will use their knowledge on macro-economic theory and empiricism for the purpose of commenting on contemporary macro-economic issues in a professionally substantiated manner. Furthermore, they will be able to formulate suggestions for improvement concerning the overall economic situation and discuss them with representatives of the discipline.		
Prerequisites: Formal: - Recommended: Basics of Economics		
Obligatory registration: no Further information on registration: -		
Courses	Hours per week	Self-study
Lecture	4	8
Exercise class	2	2
ECTS in total		8
Form of assessment	Written exam (120 min.)	
Lecturer/Person in charge	Prof. Tom Krebs, Ph.D. (German version) / Dr. Christian Manger (English version)	
Duration of module	1 semester	
Offering	Spring semester	
Language	German or English	
Program-specific educational goals	LG 1, LG 2	
Grade	graded	
Range of application	B.Sc. Business Administration	

5.1.4 Study Option IBEA

Module: ICS 470 Business, Culture, and Society		
Contents: This seminar is designed to provide students with a comprehensive overview on the state of the art of the German economic system and how Germany managed to emerge as a winner from the current European crisis without neglecting future opportunities and threats. Course content consists of the following topics: <ul style="list-style-type: none"> • Strengths of the German economy • German “Mittelstand” and its business culture • Welfare System • Recent reforms of the labour market • Integration of foreigners • Green Germany • Benefits from the Euro crisis • Current issues (e.g. minimum wages, female quota, etc.) • Future challenges 		
Learning outcomes: Understanding the German economy and the country’s position within Europe. Being able to critically reflect on current and future topics from a German/European point of view and thus being able to reflect on other countries’ perspectives in general.		
Prerequisites: Formal: - Recommended: -		
Obligatory registration: no	Further Information on the registration: -	
Courses	Hours per week	Self-study
Lecture	2	2
ECTS in total		2
Form of assessment	Written exam (90 min.)	
Lecturer/Person in charge	Alexander Pfisterer	
Duration of module	1 semester (bloc introduction; end/exam: mid term)	
Offering	Spring term	
Language	English	
Program-specific educational goals	LG 1, LG 2, LG 3	
Grade	graded	
Range of application	B.Sc. Business Administration, only open to students participating in the IBEA program	

Module: TAX 470 Business and Corporate Taxation in Europe

Contents:

- Taxation of business income of individuals
- Taxation of business income of corporations
- Principles of tax systems across countries
- Taxation of cross-border transactions (inbound and outbound)
- Tax planning strategies, including financing, choice of legal form and holding companies

Course Abstract:

Enterprises operating within and across the borders in Europe are confronted with heterogeneous business taxation despite EU-wide tax harmonization efforts. Therefore, enterprises have to adapt their organization, finance and channels of distribution to the range of tax conditions in the Member States and aim to optimize their tax situation by considering all other company objectives.

The guidelines regarding the taxation of individuals and corporations in the European Union are presented. The topics vary from the basic principles of the dual system of taxation, the taxation of corporations and their shareholders and the taxation of partnerships to the impact of different corporation tax systems on financing decisions. Furthermore, the principles of international taxation regarding inbound and outbound investments are discussed. Finally, based on this, several tax planning strategies for cross-border investments are introduced by various case studies (e.g. choice of legal entity, cross-border financing, and implementation of holding companies).

Course Organization:

The course consists of lectures held by Prof. Spengel and interactive case studies presented by guest speakers from our corporate partners EY and PwC. The case studies include exercises that will have to be prepared by the students in the form of a group project. The introduction to the case studies and/or the presentation of the results by the students will take place in the offices of our corporate partners to provide a professional atmosphere and combine academic studies with a practical experience.

Learning Outcomes:

Upon completion of the course, the participants should be able to evaluate the consequences for taxation when undertaking national transactions and decisions, to evaluate the consequences for taxation when undertaking international transactions and decisions, and to identify key tax issues that affect international transactions.

Prerequisites:

Formal: -

Recommended: -

Obligatory registration: no

Further Information on the registration: -

Courses	Hours per week	Self-study
Lectures	2	2
Interactive Case Studies	2	6
ECTS in total	6	
Form of assessment	Written exam (90 min.), presentation of case studies	
Lecturer/Person in charge	Prof. Dr. Christoph Spengel	
Duration of module	1 Semester	
Offering	Spring Semester	

Language	English
Program-specific educational goals	LG 1, LG 2
Grade	graded
Range of application	B.Sc. Business Administration, only open to students participating in the IBEA program

5.2 Electives B

In Elective B students can select one course in the field of managerial skills. The courses will be offered by the center for key qualifications (“Zentrum für Schlüsselqualifikationen”) and specified before the beginning of the semester.

Module: Various modules in the field of “managerial skills”		
Contents: Depending on enrollment, the area provides basic knowledge on subjects of occupational competence, expertise, methodological competence, and soft skills.		
Learning outcomes: Students will learn about specific mechanisms, procedures and methods within the selected subject area and apply them in an adequate manner. Thus they will learn how to orient themselves within complex organizations. This course aims at preparing students for their future career in an institution or business, so that they may act according to specific situations in order to be able to tackle problems confidently and to develop solution strategies.		
Prerequisites: Formal: - Recommended: -		
Obligatory registration: yes		Further information on registration: “Student Portal”
Courses	Hours per week	Self-study
Block seminar	1	1
ECTS in total		1
Form of assessment	Participation	
Lecturer/Person in charge	Various lecturers (business experts)	
Duration of module	1 semester	
Offering	Spring semester	
Language	German/English	
Program-specific educational goals	LG 2, LG 4, LG 5	
Grade	not graded	
Range of application	B.Sc. Business Administration	

6. Ethics and Rhetoric

Module: CC 305 Presentation Skills and Rhetoric		
Contents: This module will convey via an integrated model (the contextual framework consists of a business administration perspective) the relevant methods of presentation and the rules of public speaking.		
Learning outcomes: By the end of the seminar, students will be in a position to undertake presentations in a confident and engaging manner. They will have gained an insight into the relevant methods of presentation and will be able to apply these in an appropriate manner. Furthermore, they will be familiar with the rules of public speaking and will be able to structure a paper in an audience-friendly and transparent manner.		
Prerequisites: Formal: - Recommended: -		
Obligatory registration: yes		Further information on registration: “Student Portal”
Courses	Hours per week	Self-study
Lecture	1	1
Compact course	1	-
ECTS in total		1
Form of assessment	Participation, presentation	
Lecturer/Person in charge	Various lecturers (business experts)	
Duration of module	1 semester	
Offering	Spring semester	
Language	German	
Program-specific educational goals	LG 4	
Graded	not graded	
Range of application	B.Sc. Business Administration	

Module: CC 306 Business Ethics**Contents:**

Presentation and discussion of fundamental approaches in normative ethics (utilitarianism, social contract theory, Kantianism); introduction to the basic terms of business ethics (shareholder vs. stakeholder, relation of ethics and economics/normative vs. empirical projects); fundamental questions in business ethics: moral quality of the free market/of capitalism (distribution/inequality; externalities etc.); presentation and discussion of standard theories of business ethics (Homann, Ulrich etc.). Case studies (variable: e.g. Ford Pinto; corporate downsizing; sweatshops; advertising). Special ethical issues (variable: e.g. insider training; whistle-blowing). Guest lectures on social business etc.

Learning outcomes:

By the end of the module students gained the following competences:

Specialized competence:

- introductory knowledge of basic positions in business ethics and in corporate ethics
- practicing a critical competence on case studies
- acquiring background knowledge of this specific area independently
- formulating and categorizing the pertinent contents in a written form

Methodical competence:

- understanding, processing and formulating the contents in a written form
- reconstructing and evaluating the contents conveyed
- critical and independent thinking and reasoning

Personal competence:

- identifying the economic function of ethics and morals

The course should increase the motivation to act ethically, e.g. also by broadening the horizon of possibilities.

Prerequisites:

Formal: -

Recommended: -

Obligatory registration: no

Further information on registration: -

Courses	Hours per week	Self-study
Lecture	4	2
ECTS in total	3	
Form of assessment	Written exam (60 min.)	
Lecturer/Person in charge	Prof. Dr. Bernward Gesang	
Duration of module	1 semester	
Offering	Spring semester	
Language	German	
Program-specific educational goals	LG 2	
Grade	graded	
Range of application	B.Sc. Business Administration; as an exception only: B.A. Culture and Economy (subject area: Business Administration)	

International Studies

The module International Studies makes a distinction between the study abroad semester and the studies at the University of Mannheim.

Usually, the students in their fifth semester study abroad. The study abroad semester, enables the students to educate themselves further and to specialize, as well as to expand and deepen their general knowledge by taking classes from other fields. Depending on the host country, the students complement or improve their foreign language skills and learn how to get in contact with other cultures and mentalities.

Under special circumstances students can be exempt from the study abroad semester – in this case they are free to choose from different courses from the field of International Cultural Studies. In the lectures, individual theories of Cultural Studies will be presented exemplarily, which will be treated in detail in the following seminars. Furthermore, knowledge of the chosen foreign language will be expanded.

Detailed information can be found in the subchapters 7.1 and 7.2.

7.1 International Studies – Study Abroad Semester

Students who spend their fifth semester abroad can transfer credit for course work done abroad at their partner university from every area of business administration, as well as courses which correspond to the field of “International Studies”. For course work done there, up to 29 ECTS can be transferred (compare § 15 Examination Regulations).

Module: International Studies		
Contents: dependant on the type of course		
Learning outcomes: During the study abroad, the students can educate and specialize themselves professionally, as well as broaden and deepen their general knowledge by attending courses from other fields. Depending on the host country, the students will complement and improve their foreign language skills and will also learn how to handle other cultures and mentalities. Through the confrontation with different teaching and learning methods at the host institution and with a new environment, the academic and personal growth of the students will be advanced.		
Prerequisites:		
Formal: -		
Recommended: -		
Obligatory registration: no		
Further information on registration: -		
Courses	Hours per week	Self-study
Lectures, seminars, tutorials	depends on the course	depends on the course
ECTS in total		29
Form of assessment	Written and/or oral exam, also where appropriate a paper. The examiner will determine the exact form in accordance with the requirements of the module element.	
Lecturer/Person in charge	Lecturers of the university abroad	
Duration of module	1 semester	
Offering	Fall semester	
Language	English or other foreign language	
Program-specific educational goals	dependant on the type of course	
Grade	graded	
Range of application	B.Sc. Business Administration	

7.2 Foreign Language Skills

Foreign language skills consist of two modules in one of the following languages chosen by the students: English, French, Spanish, Italian, Russian, Japanese and Chinese.

According to the foreign language chosen by the students, the module provides basic/advanced knowledge in regard to (economic) technical skills as well as regional knowledge. In this connection, the focus lies on the encouragement of communicative competencies and language skills in varying contexts.

In order to be accepted for the respective languages, acceptance and placement tests will be carried out during the first semester. The number of participants in the different languages is restricted (with the exception of English).

Foreign Language Skills I and II

a) Chinese

Students choose, depending on their existing language level, either the modules Chinese I and II or Business Chinese I and II (<http://chinesisch.bwl.uni-mnnheim.de>).

Module: Foreign Language Skills I: Chinese I		
Contents: In this course, students will acquire basic knowledge of modern Chinese in regard to listening comprehension, speaking, reading and writing. The focus areas are Chinese phonetics, Chinese characters and grammar.		
Learning outcomes By the end of the module students acquired a basic knowledge of the modern Chinese language. Furthermore, students learned Chinese characters and gained a command of Chinese everyday conversation.		
Prerequisites: Formal: - Recommended: -		
Obligatory registration: yes		Further information on registration: “Student Portal”
Courses	Hours per week	Self-study
Lecture	2	2
(additional offer: Exercise)	(2)	
ECTS in total		2
Form of assessment	Written and/or oral exam; the examiner will determine the exact form in accordance with the requirements of the module element.	
Lecturer/Person in charge	Didi Zhang	
Duration of module	1 semester	
Offering	Spring semester	
Language	Chinese and German	
Program-specific educational goals	LG 3	
Grade	graded	
Range of application	B.Sc. Business Administration	

Module: Foreign Language Skills II: Chinese II**Contents:**

In this seminar, the basic language skills acquired on level I are further expanded. The competencies in listening and speaking, as well as in reading and writing are intensified and enhanced. In addition, the students learn about history, regional and cultural studies and communication skills.

Learning outcomes:

By the end of the module students improved their listening comprehension, their oral expression, their reading comprehension and their written expression. Students extended their general language skills. By the end of the course students achieve level A2 of the “Common European Framework of Reference for Languages”. The students consolidate their cultural and historical knowledge and acquire communications skills and strategies in negotiations.

Prerequisites:

Formal: Foreign Language Skills I

Recommended: -

Obligatory registration: no

Further information on registration: -

Courses	Hours per week	Self-study
Lecture	2	2
(Additional offer: Exercise)	(2)	
(Additional offer: Seminar)	(2)	
ECTS in total		2

Form of assessment	Written and/or oral exam; the examiner will determine the exact form in accordance with the requirements of the module element.
Lecturer/Person in charge	Didi Zhang
Duration of module	1 semester
Offering	Fall semester
Language	Chinese and German
Program-specific educational goals	LG 3
Grade	graded
Range of application	B.Sc. Business Administration

Apart from the two obligatory courses in two semesters, further courses in general Chinese will be additionally offered in the fourth semester (spring semester). Thus the students can achieve level B1 of the “Common European Framework of Reference for Languages” and can therefore take the worldwide recognized HSK exam (Hànyǔ Shuǐpíng Kǎoshì). Participation is highly recommended in order to facilitate the acclimatization process and to increase chances to study later in China or to help in a future career.

Module: Foreign Language Skills I: Business Chinese I**Contents:**

In the lecture, technical terminology in Chinese for economic purpose, like e.g. negotiations, newspaper articles, analysis of an economic event etc., will be presented. In addition, the already acquired general knowledge in Chinese will be expanded and deepened.

Learning outcomes:

By the end of the module students improved their listening comprehension, their oral expression, their reading comprehension and their written expression. Furthermore students acquire knowledge in Business Chinese.

Prerequisites:**Formal:**

-

Recommended:

Advanced skills in Chinese are required.

The seminar is directed at students, whose knowledge of Chinese is in line with level C1-C2 of the “Common European Framework of Reference for Languages” and who would like to improve their Chinese in general as well as subject-specific.

Obligatory registration: yes**Further information on registration:**

“Student Portal”

Courses	Hours per week	Self-study
Lecture	2	2
(additional offer: Exercise)	(2)	-
ECTS in total		2
Form of assessment	Written and/or oral exam. The examiner will determine the exact form in accordance with the requirements of the module element.	
Lecturer/Person in charge	Didi Zhang	
Duration of module	1 semester	
Offering	Spring semester	
Language	Chinese and German	
Program-specific educational goals	LG 1, LG 3	
Grade	graded	
Range of application	B.Sc. Business Administration	

Module: Foreign Language Skills II: Business Chinese II**Contents:**

In this lecture, the know-how in Business Chinese on the basis of Foreign Language Skills I – Business Chinese I will be expanded. Furthermore, the already acquired basic knowledge in Chinese will be expanded and deepened and the students learn more about Chinese culture, history and regional studies as well as communication skills.

Learning outcomes:

By the end of the module students improved their listening comprehension, their oral expression, their reading comprehension and their written expression.

Students deepened their knowledge in Business Chinese and consolidate their cultural and historical knowledge. Students acquire communication skills and strategies in negotiations.

Prerequisites:

Formal: Foreign Language Skills I: Business Chinese I

Recommended: -

Obligatory registration: no

Further information on registration: -

Courses	Hours per week	Self-study
Lecture	2	2
(additional offer: Exercise)	(2)	-
(additional offer: Seminar)	(2)	-

ECTS in total 2

Form of assessment	Written and/or oral exam. The examiner will determine the exact form in accordance with the requirements of the module element.
Lecturer/Person in charge	Didi Zhang
Duration of module	1 semester
Offering	Fall semester
Language	Chinese and German
Program-specific educational goals	LG 1, LG 3
Grade	graded
Range of application	B.Sc. Business Administration

b) English

The courses are offered by the School of the Humanities (area: *Anglistik für Wirtschaftswissenschaften*: http://www.anglistik.uni-mannheim.de/anglistik_fuer_ww/startseite/index.html)

Module: Foreign Language Skills I: Current Topics		
Contents: <ul style="list-style-type: none">• Development of a technical vocabulary with an emphasis on economy and politics• Basic principles of research, processing and evaluation of news• Contextualizing of selected aspects of the contents taught in the economic lectures• Provision of regional topics• Encouragement of listening and reading comprehension as well as oral and written capability of expression		
Learning outcomes: <p>Students acquire apart from the competent handling with different news media the critical treatment of current topics from the fields of politics, society and economy. This includes research according to basic scientific rules and the comparison of different sources, as well as the critical examination with varying approaches and culturally coined views. Apart from the acquisition of technical economic vocabulary, the goal of this seminar is the fortification of the communicative competencies and language skills in their respective contexts.</p>		
Prerequisites: Formal: - Recommended: -		
Obligatory registration: yes		Further information on registration: “Student Portal”
Courses	Hours per week	Self-study
Seminar	2	2
ECTS in total		2
Form of assessment	Written and/or oral exam, also where appropriate a paper. The examiner will determine the exact form in accordance with the requirements of the module element.	
Lecturer/Person in charge	Jennifer Bauer / Christiane Koch	
Duration of module	1 semester	
Offering	Spring and fall semester	
Language	English	
Program-specific educational goals	LG 3	
Grade	graded	
Range of application	B.Sc. Business Administration	

Module: Foreign Language Skills II: International Business Communication		
Contents: <ul style="list-style-type: none"> Aspects of intercultural communication in the business world: critical situations and case studies; key words of intercultural communication; short presentations by participants about selected business cultures Communication strategies for meetings and negotiations (with the help of simulations or respectively, smaller case studies) Training of the structures of English business correspondence and the written communication within a corporation (letters, e-mails, memos) Training and deepening of important grammatical constructions and technical terms for the communication in the business world 		
Learning outcomes: On the one hand, students acquire practice oriented skills (writing business correspondence, preparation and execution of meetings and negotiations), on the other hand, their intercultural and communicative competence will be encouraged in order to secure successful social interaction with the English-speaking business world. In this connection, a special focus lies on the fortification of the communicative and social competencies and the acquisition of communication techniques and negotiation strategies.		
Prerequisites: Formal: - Recommended: -		
Obligatory registration: yes		Further information on registration: “Student Portal”
Courses	Hours per week	Self-study
Seminar	2	2
ECTS in total		2
Form of assessment	Written and/or oral exam, also where appropriate a paper. The examiner will determine the exact form in accordance with the requirements of the module element.	
Lecturer/Person in charge	Jennifer Bauer / Christiane Koch	
Duration of module	1 semester	
Offering	Spring and fall semester	
Language	English	
Program-specific educational goals	LG 3	
Grade	graded	
Range of application	B.Sc. Business Administration	

c) French

The courses are being exclusively offered by the School of the Humanities for the B.A. programs Business Administration and Business Informatics (Romance Studies: <http://romanistik.uni-mannheim.de/>).

Module: Foreign Language Skills I: Français – langue des affaires I		
Contents: Varying current topics on the French economy, e.g.: <ul style="list-style-type: none">• Job market/unemployment• Minimum wage• Labor time• Labor unions/employers' organizations• Sectors of the economy• Institutions• Interculturality		
Learning outcomes: By the end of the module students improved their listening and reading comprehension and their general language competencies. Students developed a well-founded vocabulary and gained regional knowledge. They furthermore treated current economic topics.		
Prerequisites: Formal: At least 3 years of French in high school with good results (respectively Level B2 of the “Common European Framework of Reference for Languages”; the selection is made with the help of a language test). Recommended: -		
Obligatory registration: yes		Further information on registration: “Student Portal”
Courses	Hours per week	Self-study
Seminar	2	2
ECTS in total		2
Form of assessment	Written and/or oral exam, also where appropriate a paper. The examiner will determine the exact form in accordance with the requirements of the module element.	
Lecturer/Person in charge	Various lecturers of the School of Humanities	
Duration of module	1 semester	
Offering	Spring semester	
Language	French	
Program-specific educational goals	LG 3	
Grade	graded	
Range of application	B.Sc. Business Administration	

Module: Foreign Language Skills II: Français – langue des affaires II		
Contents: Various current socio-political and economic topics on France, e.g.: <ul style="list-style-type: none"> • State indebtedness • Pension scheme • Insurance system • Economic reforms • Institutions • Interculturality, critical incident 		
Learning outcomes: By the end of the module students acquired communication techniques in the field of Business French. Students developed the respective terminology and are able to apply the techniques of technical translation.		
Prerequisites: Formal: At least 3 years of French in high school with good results (respectively Level B2 of the “Common European Framework of Reference for Languages”), Français – langue des affaires I Recommended: -		
Obligatory registration: yes		Further information on registration: “Student Portal”
Courses	Hours per week	Self-study
Seminar	2	2
ECTS in total		2
Form of assessment	Written and/or oral exam, also where appropriate a paper. The examiner will determine the exact form in accordance with the requirements of the module element.	
Lecturer/Person in charge	Various lecturers of the School of Humanities	
Duration of module	1 semester	
Offering	Fall semester	
Language	French	
Program-specific educational goals	LG 3	
Grade	graded	
Range of application	B.Sc. Business Administration	

d) Japanese

The courses are being offered by the lectorate for Japanese studies of the Business School (<http://jump.bwl.uni-mannheim.de>).

Module: Foreign Language Skills I: Modern Japanese I		
Contents: <ul style="list-style-type: none">• Introduction to the script system with Kana and Kanji• Greeting, introduction of yourself and simple conversation• Numbers, time and calendar• MASU forms and the most important inflection forms (adjective and verb)• Basic cultural knowledge		
Learning outcomes: <p>By the end of the module students are able to learn simple everyday conversation like greeting and the introduction of themselves and are able to master all 92 Kana characters and about 70 Kanji characters. Students acquire the most important inflection forms of the verbs and adjectives as well as the basic sentence structures with noun, adjective and verb. They developed a basic vocabulary of about 300 words.</p>		
Prerequisites: Formal: - Recommended: Previous knowledge of the Japanese language is beneficial. In principle, it is possible (with increased work load) to master the seminar without previous knowledge.		
Obligatory registration: yes		Further information on registration: “Student Portal”
Courses Seminar	Hours per week 2 (additional offer: 4 hours per class/week)	Self-study 2
ECTS in total		2
Form of assessment	Written exam (90 min.). The examiner will determine the exact form in accordance with the requirements of the module element.	
Lecturer/Person in charge	Ryoko Aoyagi	
Duration of module	1 semester	
Offering	Spring semester	
Language	Japanese and German	
Program-specific educational goals	LG 3	
Grade	graded	
Range of application	B.Sc. Business Administration	

Module: Foreign Language Skills II: Modern Japanese II

Contents:

- Expansion of the vocabulary with Kanji
- Acquisition of further inflected forms
- Expansion of everyday expressions
- Introduction and exercises of diverse
- Presenting of cultural knowledge

Learning outcomes:

By the end of the module the students are able to use, as a grammatical basis, the “te-form”, the most important inflected form of the verbs and adjectives and their applications in order to expand variations of oral and written expression. The students are able to read and write simple texts in the mixed script system Kana and Kanji. With the introduction of the honorifics as well as cultural knowledge, students are able to distinctly differentiate between the different language levels. Students extend their vocabulary (about 600 words) and the knowledge of Kanji (80 characters). They improved their listening comprehension and their oral communication skills in everyday situations like shopping, visiting a hospital, directions. Students furthermore acquire the basic honorific speech “Keigo”.

Prerequisites:

Formal: Foreign Language Skills I

Recommended: -

Obligatory registration: no

Further information on registration: -

Courses	Hours per week	Self-study
Seminar	2 (additional offer: 4 hours per class/week)	2
ECTS in total		2
Form of assessment	Written exam (general language test (90 min., 75%)) as well as exam of the active Kanji (60 min., 25%)); the examiner will determine the exact form in accordance with the requirements of the module element.	
Lecturer/Person in charge	Ryoko Aoyagi	
Duration of module	1 semester	
Offering	Fall semester	
Language	Japanese and German	
Program-specific educational goals	LG 3	
Grade	graded	
Range of application	B.Sc. Business Administration	

In addition to the compulsory modules, which span over 2 semesters, further elective courses are offered. This is necessary, because the workload with Japanese in comparison to other (western) languages is substantially increased, due to a more complex writing system. Especially for students without prior knowledge, it is very difficult to learn the Japanese language in the time frame of the B.A. studies to a degree which allows unproblematic studies at a Japanese university.

The additional intensive language courses are offered in the 2nd and 4th semester (in each case: spring semester).

e) Italian

The courses are being offered by the School of the Humanities (Romance Studies: <http://romanistik.uni-mannheim.de/>).

Module: Foreign Language Skills I: L'italiano per gli affari I		
Contents: <ul style="list-style-type: none"> • Labor, occupations, environment and economy, tourism • Globalization, crisis and unemployment • Professional life in Italy • Information about corporations • Sales and trade, acquisition and sales – technical vocabulary of the respective fields • Sales: types of corporations and their structure • Cultural studies: socio-political and cultural topics (history, political system, educational and health system, parties and trade unions...) • Italy and the EU • Consolidation of word pool in these fields and of different grammatical topics up to GER-level B1/B2 		
Learning outcomes: By the end of the module students improved their listening and reading comprehension. Students gained the basics of language competencies and developed a well-founded vocabulary. Students improved their cultural and economic knowledge.		
Prerequisites: Formal: At least 3 years of Italian in high school with good results (respectively Level B2 of the “Common European Framework of Reference for Languages”), the selection is made with the help of a language test. Recommended: -		
Obligatory registration: yes		Further information on registration: “Student Portal”
Courses	Hours per week	Self-study
Seminar	2	2
ECTS in total		2
Form of assessment	Written and/or oral exam, also where appropriate a paper. The examiner will determine the exact form in accordance with the requirements of the module element.	
Lecturer/Person in charge	Various lecturers of the School of Humanities	
Duration of module	1 semester	
Offering	Spring semester	
Language	Italian	
Program-specific educational goals	LG 3	
Grade	graded	
Range of application	B.Sc. Business Administration	

Module: Foreign Language Skills II: L'italiano per gli affair II		
Contents: <ul style="list-style-type: none"> • Various current economic topics concerning Italy • Marketing and advertisement • Sales and trade, acquisition and sales • New technologies, internet and economy • Consolidation of word pool in these fields and of the different grammatical topics up to GER-level B2 • Use of tense and mode (direct and indirect), passive 		
Learning outcomes: By the end of the module students acquired communications techniques in the field of Business Italian. The students know the respective terminology and are able to apply the techniques of translation.		
Prerequisites: Formal: At least 3 years of Italian in high school with good results (respectively Level B2 of the “Common European Framework of Reference for Languages”), L'italiano per gli affair I Recommended: -		
Obligatory registration: yes		Further information on registration: “Student Portal”
Courses	Hours per week	Self-study
Seminar	2	2
ECTS in total		2
Form of assessment	Written and/or oral exam, also where appropriate a paper. The examiner will determine the exact form in accordance with the requirements of the module element.	
Lecturer/Person in charge	Various lecturers of the School of Humanities	
Duration of module	1 semester	
Offering	Fall semester	
Language	Italian	
Program-specific educational goals	LG 3	
Grade	graded	
Range of application	B.Sc. Business Administration	

f) Russian

The courses are being offered by the School of the Humanities (Department of Slavic Studies: <http://slavistik.phil.uni-mannheim.de/>).

Module: Foreign Language Skills I: Ponimanie ekonomiceskich tekstov (ustno i pis'menno)		
Contents: Group with previous knowledge: <ul style="list-style-type: none">• Introduction to subject-specific basic terms: with the help of simple texts, topics like organizational structures and fields of activities of the companies, general economic terminology and the like will be developed and in oral and written form rehearsed• Introduction to negotiational language and general communication through spoken dialogue• Rehearsal of simple business letters (invitation, notification and the like) and applications• Presentation of national characteristics.• Treatment of specific grammatical topics considering already existing language knowledge. Group without previous knowledge: <ul style="list-style-type: none">• Presenting the basics of the Russian language: The characteristics of the Russian lettering, pronunciation and grammar, rehearsal of communication techniques for workaday life:• Declension of nouns, pronouns and adjectives in singular and partly in plural.• Introduction to the Russian verbal system. Basic knowledge about the verbs of motion and conditions.• Working on word pool.		
Learning outcomes: By the end of the module students improved their listening and reading comprehension as well as their basics of language competencies. The students know a well-founded vocabulary and have a broadened cultural and economic knowledge.		
Prerequisites: Formal: - Recommended: Previous knowledge of the Russian language is beneficial. In principle, it is possible (with increased work load) to master the seminar without previous knowledge.		
Obligatory registration: yes		Further information on registration: “Student Portal”
Courses	Hours per week	Self-study
Seminar	2	2
ECTS in total		2
Form of assessment	Written and/or oral exam, also where appropriate a paper. The examiner will determine the exact form in accordance with the requirements of the module element.	
Lecturer/Person in charge	Various lecturers of the School of Humanities	
Duration of module	1 semester	

Offering	Spring semester
Language	Russian and German
Program-specific educational goals	LG 3
Grade	graded
Range of application	B.Sc. Business Administration

**Module: Foreign Language Skills II:
Razvitie navykov reci ustno i pis'menno (ekonomika)**

Contents:

Group with previous knowledge:

- Based on FLS I, subject-specific knowledge in the fields general economic terminology, trade correspondence and negotiational language as well as communication will be deepened and expanded. Selected topics will be prepared, e.g. banking, insurance and tax scheme and the like. In addition, the students participate by independently working on a topic and presenting it in Russian. If required, difficult chapters of the Russian grammar will be treated.

Group without previous knowledge:

- Based on FLS I, the work with the word pool and communication will be deepened and grammatical knowledge expanded. An additional part is the treatment of oral and written language competency with special regard of economic terminology.
- Country-specific information.

Learning outcomes:

By the end of the module students acquired communication techniques in the field of Business Russian and know the respective terminology. The students are able to apply techniques of translation.

Prerequisites:

Formal: Foreign Language Skills I

Recommended: -

Obligatory registration: no

Further information on registration: -

Courses	Hours per week	Self-study
Seminar	2	2
ECTS in total		2
Form of assessment	Written and/or oral exam, also where appropriate a paper. The examiner will determine the exact form in accordance with the requirements of the module element.	
Lecturer/Person in charge	Various lecturers of the School of Humanities	
Duration of module	1 semester	
Offering	Fall semester	
Language	Russian and German	
Program-specific educational goals	LG 3	
Grade	graded	
Range of application	B.Sc. Business Administration	

g) Spanish

The courses are being exclusively offered by the School of the Humanities for the B.A. programs of Business Administration (Romance Studies: <http://romanistik.uni-mannheim.de/>).

i) Spanish with previous knowledge

Module: Foreign Language Skills I: Español para economistas I		
Contents: <ul style="list-style-type: none">• Labor, occupations, environment and economy, tourism• Globalization, crisis and unemployment• Professional life in Spain and Latin America• Information about corporations• Sales and trade, acquisition and sales – technical vocabulary of the respective fields• Sales: types of corporations and their structure• Cultural studies: socio-political and cultural topics (history, political system, educational and health system, parties and trade unions...)• Spain and the EU• The economic condition of Latin America• Consolidation of word pool in these fields and of different grammatical topics up to GER-level B1/B2		
Learning outcomes: <p>By the end of the module students improved their listening and reading comprehension as well as their basics of language competencies. The students know a well-founded vocabulary and have a broaden cultural and economic knowledge.</p>		
Prerequisites:		
Formal:	At least 3 years of Spanish in high school with good results (respectively Level B2 of the “Common European Framework of Reference for Languages”; the selection is made with the help of a language test).	
Recommended:	-	
Obligatory registration: no		Further information on registration: -
Courses	Hours per week	Self-study
Seminar	2	2
ECTS in total		2
Form of assessment	Written and/or oral exam, also where appropriate a paper. The examiner will determine the exact form in accordance with the requirements of the module element.	
Lecturer/Person in charge	Various lecturers of the School of Humanities	
Duration of module	1 semester	
Offering	Spring semester	
Language	Spanish	
Program-specific educational goals	LG 3	

Grade	graded
Range of application	B.Sc. Business Administration

Module: Foreign Language Skills II: Español para economistas II

Contents:

- Various current economic topics concerning Spain (banks, labor market, unemployment, labor time, trade unions, employer organizations, national debt, pension scheme, pension reforms, insurance scheme...)
- Product (characteristics, life cycle, packaging, quality and price), consumption and marketing (consumers and purchase behavior, market research, market strategies)
- Marketing and advertisement (advertisement analysis)
- Sales and trade, acquisition and sales (inquiry, offer, order, delivery, delay in delivery, complaints and notice of defects, claims, payment, delay of payment) – technical vocabulary of the respective field
- New technologies, internet and economy
- The most important Spanish/Latin American companies
- Consolidation of word pool in these fields and of the different grammatical topics up to GER-level B2
- Use of tense and mode (direct and indirect), passive

Learning outcomes:

By the end of the module students acquired communication techniques in the field of Business Spanish and know the respective terminology. Furthermore, the students are able to apply techniques of translation.

Prerequisites:

Formal: At least 3 years of Spanish in high school with good results (respectively level B2 of the “Common European Framework of Reference for Languages”), Español para economistas I

Recommended: -

Obligatory registration: no

Further information on registration: -

Courses	Hours per week	Self-study
Seminar	2	2
ECTS in total		2

Form of assessment	Written and/or oral exam, also where appropriate a paper. The examiner will determine the exact form in accordance with the requirements of the module element.
Lecturer/Person in charge	Various lecturers of the School of Humanities
Duration of module	1 semester
Offering	Fall semester
Language	Spanish
Program-specific educational goals	LG 3
Grade	graded
Range of application	B.Sc. Business Administration

ii) Spanish without previous knowledge

Module: Foreign Language Skills I: Spanish for beginners without previous knowledge I		
Contents: <ul style="list-style-type: none"> Professional life in Spain and Latin America Sales and trade, acquisition and sales Communication within companies Applications Cultural studies: sociopolitical and cultural topics (history, political system, educational and health system...) 		
Learning outcomes: Students will have a good command of ...listening comprehension: elementary comprehension with standard language and language of the business world, if it is about persons, family, living, life, business relationships and education, ...reading comprehension: texts in commercial and private letters, description of events and understanding of personal information, ...coherent speaking: personal introduction, origin, education, experiences and events. Arranging appointments and meetings, introducing yourself and others, describing in simple coherent sentences; shortly explaining information about professional life and describing it, ...writing: writing short texts and notes about the professional world; summarizing a CV, writing a letter and asking for important information.		
Prerequisites: Formal: - Recommended: -		
Obligatory registration: yes		Further information on registration: "Student Portal"
Courses Seminar	Hours per week 2 (additional offer: 2 hours in class/week)	Self-study 2
ECTS in total		2
Form of assessment	Written and/or oral exam, also where appropriate a paper. The examiner will determine the exact form in accordance with the requirements of the module element.	
Lecturer/Person in charge	Various lecturers of the School of Humanities	
Duration of module	1 semester	
Offering	Spring semester	
Language	Spanish and German	
Program-specific educational goals	LG 3	
Grade	graded	

Range of application	B.Sc. Business Administration
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**Module: Foreign Language Skills II:
Spanish for beginners without previous knowledge II**

Contents:

- Information about companies
- Sales: types of companies and their structure
- Communication in companies
- Cultural studies: sociopolitical and cultural topics (history, political system, educational and health system...)
- Spain and the EU
- The economic condition of Latin America

Learning outcomes:

By the end of the module students consolidated and expanded the competencies acquired in the seminar “Spanish for beginners without previous knowledge” (focusing on economic language). The students are able to use an expanded economic word pool.

Prerequisites:

Formal: Spanish for beginners without previous knowledge (focusing on economic language) I

Recommended: -

Obligatory registration: yes

Further information on registration:
“Student Portal”

Courses

Hours per week

Self-study

Seminar

2

2

(additional offer:
2 hours in
class/week)

ECTS in total

2

Form of assessment

Written and/or oral exam, also where appropriate a paper. The examiner will determine the exact form in accordance with the requirements of the module element.

Lecturer/Person in charge

Various lecturers of the School of Humanities

Duration of module

1 semester

Offering

Fall semester

Language

Spanish and German

Program-specific educational goals

LG 3

Grade

graded

Range of application

B.Sc. Business Administration

7.3 “International Cultural Studies” - study at Mannheim

Module: International Cultural Studies		
Contents: Within the frame of the lecture and seminar, regularly alternating courses will be offered, among other things to the following topics: <ul style="list-style-type: none"> • Languages in Contact • Intercultural Encounters • Globalization • New Media • Cultural Theory 		
Learning outcomes: The partial module introduces to the basics of Cultural Studies and methodological basics of academic reasoning. Different theories of Cultural Studies will be exemplarily presented in the lecture and the current state of research will be methodologically reflected, according to relevance. The thematically accompanying seminars deepen the different aspects of the respective topic.		
Prerequisites: Formal: - Recommended: -		
Obligatory registration: no Further information on registration: -		
Courses	Hours per week	Self-study
Lectures, seminars	varies	varies
ECTS in total		24
Form of assessment	Written and/or oral exam, also where appropriate a paper. The examiner will determine the exact form in accordance with the requirements of the module element.	
Lecturer/Person in charge	Various lecturers of the University of Mannheim	
Duration of module	1 semester	
Offering	Fall semester	
Language	German, English or other foreign language	
Program-specific educational goals	dependant on the type of course	
Grade	graded	
Range of application	B.Sc. Business Administration	

Foreign Language Skills I and II

For detailed information on the modules of the Foreign Language Skills I and II, c.f. previous chapter.

Foreign Language Skills III

If a third, continuative foreign language module in business language will not be offered in the language option originally chosen by you, you have to select, where appropriate, a complementary partial module from the Foreign Language Skills in **English**. The courses will be offered by the School of the Humanities (<http://www.phil.uni-mannheim.de>).

In the languages **French** and **Spanish**, students with very strong skills in business language can attend courses in the language program of the School of the Humanities. Alternatively, other general-language courses can be attended.

In the language **Italian**, it is possible to attend general-language courses on the advanced level.

In the **Russian**, it is possible to attend a course on modern business communication on an advanced level.

Likewise, the specialization **Chinese** offers a course on an advanced level that treats in particular economic terminology (<http://chinesisch.bwl.uni-mannheim.de>).

Module: Foreign Language Skills III: English		
Contents: <ul style="list-style-type: none">• Development of an expanded, well-founded technical vocabulary• Specific spoken language training• Presentation of terminology from the field of media, politics and society• Presentation of cultural and historical contents (USA, Canada, Great Britain, Ireland and Australia)		
Learning outcomes: <p>In the course of this lecture, related to the Anglophone world, the main focus lies on the consolidation of the specific cultural competencies in addition to the continual expansion of a well-founded terminology in relation to cultural studies. In this third module, students are supposed to become familiar with national characteristics from history, politics and society.</p>		
Prerequisites:		
Formal: Foreign Language Skills II		
Recommended: -		
Obligatory registration: no Further information on registration: -		
Courses	Hours per week	Self-study
Seminar	6	4
ECTS in total		5
Form of assessment	Written and/or oral exam, also where appropriate a paper. The examiner will determine the exact form in accordance with the requirements of the module element.	
Lecturer/Person in charge	Jennifer Bauer / Christiane Koch	
Duration of module	1 semester	
Offering	Fall semester	

Language	English
Program-specific educational goals	LG 3
Grade	graded
Range of application	B.Sc. Business Administration

Module: Foreign Language Skills III: Japanese III**Contents:**

- Consolidation of grammatical knowledge and vocabulary
- Basics of oral and written language
- Consolidation of Kanji knowledge
- Consolidation of cultural knowledge

Learning outcomes:

By the end of the module students deepened their language knowledge and expanded their well-founded vocabulary. The students acquired cultural knowledge and are proficient in handling Japanese newspapers.

Prerequisites:

Formal: Foreign Language Skills II

Recommended: -

Obligatory registration: no

Further information on registration: -

Courses	Hours per week	Self-study
Seminar	6 (additional offer: 2 hours in class/week)	4
ECTS in total		5

Form of assessment	Written and/or oral exam, also where appropriate a paper. The examiner will determine the exact form in accordance with the requirements of the module element.
Lecturer/Person in charge	Ryoko Aoyagi
Duration of module	1 semester
Offering	Fall semester
Language	Japanese and German
Program-specific educational goals	LG 3
Grade	graded
Range of application	B.Sc. Business Administration

7. Bachelor Thesis

Module: BA 450 Bachelor Thesis		
Contents: Students work independently on a topic from the field of business administration.		
Learning outcomes: The student has to prove that s/he can identify a problem and independently come up with a solution using prevalent academic methods within a given period of time and with limited resources.		
Prerequisites: Formal: - Recommended: -		
Obligatory registration: yes		Further information on registration: Website of the Faculty, "Student Portal"
Courses -	Hours per week -	Self-study 24
ECTS in total		12
Form of assessment	Thesis, preparation time: 8 weeks	
Lecturer/Person in charge	Professors of the Business School of the University of Mannheim	
Duration of module	1 semester	
Offering	Spring semester	
Language	English or German	
Program-specific educational goals	LG 1, LG 2, LG 5	
Grade	graded	
Range of application	B.Sc. Business Administration	